

HOW ARE TODAY'S IT JOBSEEKERS USING THE INTERNET?

Overview

A recent poll of 5,001 IT jobseekers shows an overwhelming majority now exclusively use the Internet to search for work.

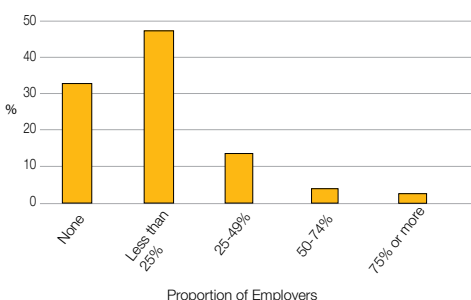
In a snapshot of CWJobs' latest online user survey, results reveal that 16% might search for new IT roles in national newspapers and 24% in trade publications; while almost 60% favour specialist online industry job boards. Just 3% cited offline media as the most important source when looking for a job.

Social networking has also solidified its role with a large proportion of active IT jobseekers. LinkedIn, Facebook, Google-powered Orkut and industry blogs are the most popular sources for researching employers and network building. Conversely, there is a higher than expected proportion of IT jobseekers not using social media at all.

The most innovative and agile companies are already placing more emphasis on online recruitment strategies. Alongside making budgets go further, the range of solutions and marketing techniques available help to increase employer visibility and brand awareness – as well as yield more targeted results.

But a successful strategy relies on knowing how jobseekers are currently using the Internet: Where do they look for work, and how regularly? What are the most attractive job hunting tools, and why? More than this, it relies on employers interacting back – 32% of all IT candidates surveyed reported receiving no response after submitting a job application online. CWJobs has conducted this research study to further explore the online behavioural trends of today's IT jobseekers, and discover what differences exist between core user groups.

What proportion of employers has responded to the job applications that you made via CWJobs.co.uk?



CWJobs User Snapshot

As a result of visiting CWJobs

78% applied for a job

65% registered their jobseeker profile

68% uploaded their CV

60% signed up to receive Jobs by Email alerts

The big online picture

For an increasing number of IT jobseekers, the Internet is providing everything they need to find a new job. Almost 50% of all users surveyed visit CWJobs several times a week, and over 20% visit several times a day. More than 80% are active jobseekers.

When asked how they arrived at the site that day, almost 35% typed in the URL, nearly 30% by recommendation, over 22% via their favourites menu and a further 18% followed a link in an email received from CWJobs. These percentages are high compared to other channels, for example a search engine listing, showing that IT jobseekers are instinctively and habitually choosing specialist recruitment sites.

User experience

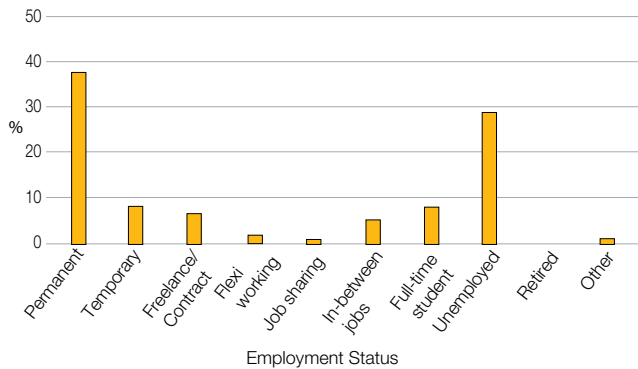
Expectations from IT candidates are especially high when it comes to using jobseeking websites. The overriding user objective is to get to the end destination as efficiently as possible. And to achieve that aim, they need pages to download quickly, they need a functional search tool, and they need relevant and timely vacancy listings. Nearly 50% of survey respondents said that finding a website 'easy to use' is their top priority when looking for a new job, followed by those that feature roles relevant to their industry. Key usability features also important to candidates include being able to refine the search and receive email alerts/updates.

A degree of interaction

Recent graduates (within the last two years) are perhaps feeling the effects of the economic downturn more than most. Almost 30% surveyed are unemployed, and of those currently in work, over 25% are earning under £10,000 (gross annual income, before tax and deductions).

“Unlike other sites, you don't email me unsuitable jobs, I am sent jobs that I can actually apply for – and that saves me wasting time.”

As a recent graduate, which of the following best describes your current working status?



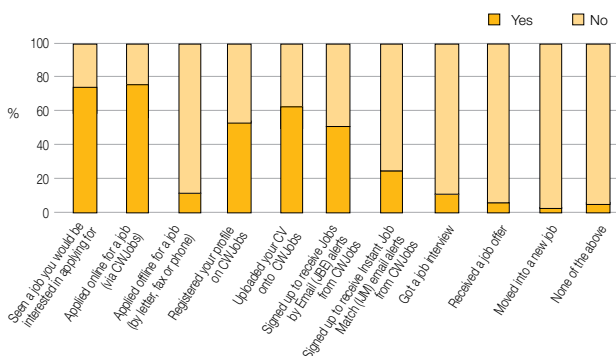
The most visited websites in the last six months by recent graduates looking for roles in IT were CWJobs (88%), Monster (56%), totaljobs.com (46%) and Jobsite (37%). The findings indicate that while generalist job boards may have a larger volume of vacancies, specialist recruitment sites have far more roles that match specific skill sets.

Grads online

85% of respondents said they are actively seeking work right now – with 45% visiting CWJobs several times a week to search for a new role. Just over 12% are also using the site for careers advice. However, of the recent graduates who applied for new roles via CWJobs (83%), almost 40% received no response. A further 42% said less than 25% of employers had responded to their job applications.

For a user group that cites the Internet as its most popular tool to find work (namely, employer websites 73%, general job websites 75% and specialist industry job boards 52%), interaction with employers – negative or positive – is crucial to achieving transparency in the recruitment process. It's also crucial to protecting, and enhancing, corporation reputation and attracting the best candidates.

As a recent graduate visiting CWJobs.co.uk, have you ever done any of the following?



With a lack of job seeking experience behind them, graduates are perhaps not as familiar with online recruitment tools as other candidates. A badly filled out application or a sparse CV may account for the shortfall in employer responses. However, it's important for recruiters to realise the implications: On receiving no response, candidates might not try again.

“The key problem is receiving no response, it feels like my applications disappear down a black hole.”

Temporary/permanent measures

When compared to IT workers currently in contract and permanent positions, the online survey results paint a similar picture to recent graduates.

83% of contractors had applied for a new role via CWJobs, compared with 74% of permanent staff. Both user groups also reported receiving no response from employers - 27% of contractors, and 34% of permanent staff.

Their preferred sources for finding new work differ slightly. More contractors than permanent staff prefer specialist jobs boards (64% vs. 54%), recruitment consultancies (55% vs. 37%) and word of mouth/contacts (50% vs. 32%). While permanent staff favour employer websites (65% vs. 58%) and more offline media: 35% use local, regional and national newspapers compared to just 25% of contractors.

When asked why they favoured particular websites when searching for new work, priorities between contractor and permanent staff also differed.

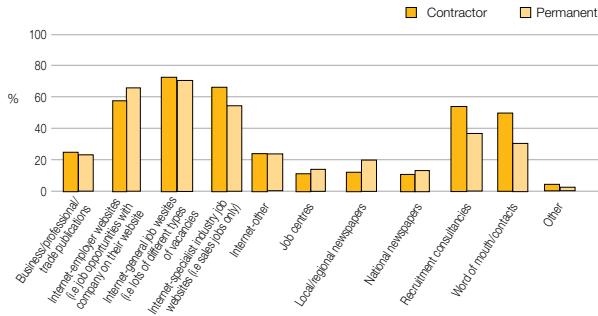
Permanent staff felt it more important that jobs reflected their salary range (28% vs. 17% contractors), or that jobs were local to them (32% vs. 21% of contractors). While contractors felt it more important to be able to refine search criteria (38% vs. 33%) and that a website carries the largest volume of jobs (37% vs. 31%).

Casting a social net

When it comes to social media sites, a large proportion of IT jobseekers surveyed (48%) cite Facebook as their most regularly used tool.

More contractors than permanent staff use LinkedIn (49% vs. 36%); conversely, more permanent staff than contractors use Google Bookmarks (13% vs. 9%). Over 10% of contractors are also using Twitter, along with 9% of permanent workers.

Which of the following sources do you usually use when looking for a job?



For recent graduates, Facebook also comes out top with 63% using it most regularly, followed by LinkedIn (24%), Google Bookmarks (16%), Twitter (12%) and MySpace (11%). Bebo, Delicious, Digg and StumbleUpon also feature in survey findings, with between 3% and 4% of recent graduates as regular users.

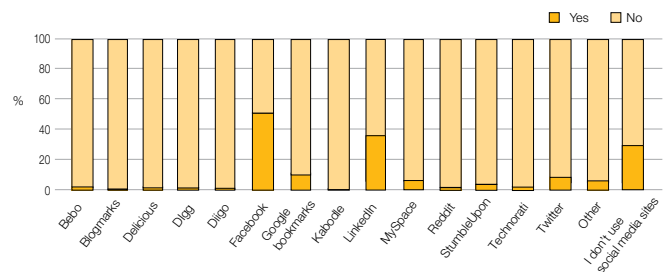
However, 29% of all IT jobseekers surveyed say they don't use social media sites at all: a surprising discovery, considering social media plays such a huge part in the IT industry today. Survey results also show that IT candidates cast their nets wide with online resources, tending not to favour a particular website ahead of others.

Conclusion

In conclusion, today's IT jobseekers are extensively using the Internet to search for new work – whether a recent grad, a contractor or permanent staff. They want fast, interactive and efficient tools to search and apply for vacancies online; they want only roles relevant to their skill sets, and a response from employers, good or bad.

Survey results also show that Internet job seeking is becoming more habitual and instinctive. An increasing number of users are typing in a URL or revisiting preferred recruitment sites via a favourites menu, rather than using search engines and clickthrough adverts. However, to keep candidates coming back relies solely on the strength of the website, its jobseeking tools, the calibre of vacancies – and response rate for submitted job applications.

Which of the following social media sites do you use regularly?



Survey information

Sample size: 5,001 IT jobseekers

Date conducted: 13.05.09 - 06.08.09

Of all survey responses collected by CWJobs, 16.5% of users are female and 83.2% male.

Over 70% of recent graduates taking part in the survey are aged between 21 and 29 years. 81% are male, 35% have a first degree (BA, BSc or MB) and almost 40% hold a Masters, Postgraduate qualification or Doctorate.

Recent graduates are also the most diverse in terms of ethnic origin. Just over 26% are white British, 20% Asian Indian, nearly 20% white from another background and over 6% Black African.

Conversely, 61% of IT contractors surveyed are white British, 16% white from another background and 8% Asian Indian. Within the permanent staff user group, 46% are white British, 22% Asian Indian and 16% white from another background.

User survey results also showed that permanent staff are younger: over 50% are aged between 25 and 34 years, compared to just 26% of contractors, while over 60% of contractors are aged between 35 and 54, compared to just 40% of permanent staff. A higher percentage of permanent workers had also graduated within the last two years: 14% compared to just 6% of contractors.

About CWJobs

CWJobs.co.uk is the leading specialist IT recruitment website, enabling permanent and contract IT jobseekers to search and apply for jobs across all skill sets and industry sectors throughout the UK and Ireland. Each month, the site draws over 308,000 unique users, attracted by the opportunity to search thousands of jobs from hundreds of leading employers.